

Message Text

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PAGE 01 SYDNEY 00265 060257Z

16

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 052145Z FEB 76

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 6766

INFO AMEMBASSY CANBERRA

UNCLAS SYDNEY 0265

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION, DAVID JONES LTD.

REF: STATE 21257

1. STANDARD CONTRACT SIGNED BY TIMMS LAST WEEK AND CONGEN CONTRACTING OFFICER FEBRUARY 2. DELAY CAUSED BY ABSENCE ON LEAVE OF MOST BOARD MEMBERS DURING HOLIDAY SEASON. COPIES BEING POUCHED TO GOOTENBERG. AMOUNT OF INCREMENTAL PURCHASES IDENTICAL TO LETTER OF INTENT (DOLLARS US 1,951,000).

2. PHOTOGRAPHS HAVE BEEN REQUESTED. FREEMAN WILL SUPPLY OUTSIDE VIEWS OF DOWNTOWN STORE AND ONE OR TWO SUBURBAN STORES. OTHER PHOTOS CAN BE SUPPLIED IF MORE SPECIFIC INFORMATION ON NEEDS AND INTENDED USE IS GIVEN.

3. OVERALL PROMOTIONAL THEME WILL BE HOLLYWOOD AND MOVIES, BUT SECONDARY THEMES ALSO IMPORTANT. LINCOLN MEMORABILIA EXHIBIT FROM LINCOLN MUSEUM NOW MOST UNLIKELY DUE TO UNFORESEEN HIGH COST. MUSEUM UNABLE OR UNWILLING TO BRING COST BELOW CURRENT QUOTE OF DOLS 25,000, WHICH IS TOO RICH EVEN FOR D.J.'S BLOOD. ALTERNATIVE TO LINCOLN WILL PROBABLY BE MAJOR ART EXHIBIT. DETAILS NOT YET AVAILABLE. OTHER SECONDARY THEMES WILL INCLUDE HAWAIIAN DANCERS, INDIAN DISPLAY, ETC. DETAILS NOT YET FIRM.

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PAGE 02 SYDNEY 00265 060257Z

RM DOUBT AS TO MOON ROCK AVAILABILITY GAVE A FEW
UNEASY MOMENTS, DUE TO DELAY IN D.J.'S MAKING OFFICIAL
REQUEST. HOWEVER, USIS HAS MANAGED TO REWORK AUSTRALIA-
WIDE TIMING TO ACCOMMODATE D.J. SCHEDULE.

5. CHARLES LLOYD JONES WILL INVITE AMBASSADOR HARGRAVE
FOR LUNCH SOMETIME IN APRIL TO DISCUSS AMBASSADOR'S
PARTICIPATION IN PROMOTION OPENING.
HANNAH

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Message Attributes

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